Development of Tourism Communication Model Based on Local Wisdom in Padangsidimpuan

Irwan Syari Tanjung[1], Hasrudy Tanjung[2], Yogi Sumarsono Wibowo[3]

[1]Faculty of Social Science and Political Science, Universitas Muhammadiyah Sumatera Utara, Indonesia
[2]Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara, Indoneisa
[3]RI Business Competition Supervisory Commission
irwansyari@umsu.ac.id, hasruditanjung@umsu.ac.id, hasruditanjung@umsu.ac.id, s.wibowo2010@gmail.com

Abstract

Tourism based on local wisdom can realize community creativity in introducing regional potential, especially culture, as a unique attraction and can support the development of a creative economy for local communities. For this reason, collaboration is needed among stakeholders, local governments (in this case, the Padangsidimpuan City Culture and Tourism office), tourism managers, the community to work together to build tourism based on local wisdom based on available social capital such as networks, culture, and social trust to support coordination and to the common interest. This study uses an experimental method with a qualitative approach. The research subjects are informants, namely the Padangsidimpuan city culture and tourism department employees, local wisdom-based tourism managers in Padangsidimpuan, Padangsidimpuan city communities, and tourists. Research subjects or informants were 11 people. The data collection techniques used are interviews, observations, documentaries, and online data searches. The technique data analysis used is descriptive qualitative and triangulation data analysis techniques as a validity test. This study concludes that it is necessary to develop a tourism communication model that is formed in Padangsidimpuan. There is involvement between the relevant public in the effort to develop tourism based on local wisdom. Statement of attitudes and commitments from all related elements in the tourism sector to maintain socio-cultural values and preserve the environment as the foundation of tourist destinations. Local wisdom managed by managers, audiences, cultural and tourism offices, and other related agencies to become a Padangsidimpuan tourist destination, namely Salak.

I. Introduction

Tourism based on local wisdom in the city of Padangsidimpuan has now become a tourism promotion commodity that is sold to the public as a tourist attraction. To realize Padangsidimpuan as a tourist destination that combines natural beauty and local wisdom, it is necessary to have human resources who have the capability and acceptability of natural and cultural resources in the region. This is community creativity with its charm that can support the development of a creative economy for local communities.

For this reason, tourism activities in the city of Padangsidimpuan must pay attention to the principles of community participation, local cultural rights, aspects of resource conservation, education and training, promotion, accountability, monitoring, and evaluation. The success of tourism communication based on local wisdom is also inseparable from the participation of the community, especially the indigenous community who are the

gatekeepers in planning, implementing, and evaluating tourism activities. The local government ideally coordinates with the existing community, village government, and local tourism awareness groups (POKDARWIS) to realize the success of the tourism program so that the values of local wisdom are likely to be contaminated can be eliminated little as possible.

The main issue needed in local wisdom-based tourism is the lack of regional government roles in developing local wisdom-based tourism. The provincial government should, in this case, the tourism office, synergize with the community, the government provides accommodation and facilities, the community implements maintains, and maintains the environment and its surroundings. Facilities offered by the Government. Therefore, excellent and professional tourism management will determine whether or not a tourist attraction develops, such as providing infrastructure and expanding the network of government officials with the private sector, arranging promotions both within and outside the country by using communication media following the stated objectives. Changes in the community's living environment have turned into a tourism environment that will shift the community's lifestyle around the tourist attraction. The shift can be seen from the tourism sector, namely the direct participation and involvement of local communities in tourism development activities in the city of Padangsidimpuan, in which there are natural resources. Potential to be developed.

Tourism is one of the determinants of national economic growth because it can influence the growth of other sectors in the economy (Gokovali & Bahar in Nurlina, 2020). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (2019). The development of tourism based on local wisdom can realize community creativity in introducing regional potential, especially culture, as a unique attraction and can support the development of a creative economy for local communities. For this reason, collaboration is needed between stakeholders, the local government, in this case, the Padangsidimpuan city culture and tourism office as related agencies, tourism managers, and the community to work together to build tourism based on local wisdom based on available social capital such as networks, culture, and social trust. Support coordination and for the common good. The above is an urgency for the need for a study of the development of tourism communication models.

The formulation of the problem in this study focuses on developing a tourism communication model based on local wisdom in the city of Padangsidimpuan? The urgency of this research is to find out the development of tourism communication based on local wisdom carried out by the Padangsidimpuan city tourism and culture department, and the application of a tourism communication model based on local wisdom is expected to increase the number of tourists visiting tourist objects in the city of Sidimpuan. The purpose of this study is: "To explain the development of a tourism communication model based on local wisdom in the city of Padangsidimpuan."

II. Research Methods

The research was conducted using an experimental method with a qualitative approach. The research subjects are informants, namely the Padangsidimpuan city culture and tourism department employees, local wisdom-based tourism managers in Padangsidimpuan, Padangsidimpuan city communities, and tourists. Research subjects or informants were 11 people. The data collection techniques used are interviews, observations, documentaries, and online data searches. The technique data analysis used is descriptive qualitative, as well as triangulation data analysis techniques as a test of the validity.

III. Results and Discussion

3.1 Results

a. Tourism communication based on local wisdom in Padangsidimpuan City

Various cultural activities exist in Padangsidimpuan, such as marpokat, makkobar, marpege-pege, lubuk prohibition, onang-onang, margondang, manortor, various culinary and so on began to be used as part of tourist destinations in the city of Padangsidimpuan. Padangsidimpuan is an area that has considerable tourism potential, with a variety of beautiful tourist destinations. As an area with such great potential, the concept of salumpat saindege in Padangsidimpuan began to be developed.

Tourism communication in Padangsidimpuan that has occurred has not been good. As can be seen from the informant's statement, contact with the government is lacking because it develops with its capital. Developing tourism based on local wisdom cannot do it alone with the help of all parties. The tourism potential at the research site is strongly influenced by the area management system being developed. From the environmental aspect, there is the potential to create good communication relationships and biodiversity conservation in Padangsidimpuan.

b. The Role of Communicators in Developing Tourism

Based on the exposure delivered by informants, it is known that various communicators in conveying messages are the Padangsidimpuan City Culture and Tourism Office and other related agencies in developing tourism based on local wisdom, the audience is the surrounding community living in tourist areas and tourists, the manager is the person managing tourist destination. This is following the informant's statement that the communicator in delivering the message consists of three elements, namely official institutions, informal institutions, and audiences.

c. Messages Conveyed in Developing Tourism

A message conveyed persuasively, where this message aims to persuade potential tourists to be interested and act according to the wishes of the message content as reported by informants that the letter is persuasive or persuasive has been carried out by managers and the government with a humane approach to attract tourists to return to visit.

d. Media Used in Developing Tourism

Tourism communication media is used in conveying tourism information, such as mass media and non-mass media. This follows the statements of research informants, but there are still tourist destination managers using conventional media. This is reinforced by the reports of research informants, which are conveyed in the mass media, there have also been published in local newspapers and on Facebook social media belonging to existing tourism managers, which means that the creation of tourism actors is a different factor in promoting and developing tourism.

e. The Target Audience in Developing Tourism

The audience is people who receive messages from sources, as all research informants say. The audience is a potential tourist or anyone who gets a letter from a communicator. Potential audiences to be reached are prospective tourists who will come to Padangsidimpuan. At the same time, two informants said that the audience investors want to get in developing tourism based on local wisdom in Padangsidimpuan. From the results of observations made by researchers, the target audience is all involved in developing tourism.

f. The Expected Tourism

The expected impact of tourism based on local wisdom is that the public knows that there is a change in attitude and there is a change in behavior which is reinforced by questions from several informants. However, the expected effect is not always achieved due to disturbances in tourism communication. Cangara (2013: 37) explains that communication disorders are barriers to thinking due to differences in perception between communicators and their audiences. This can happen due to differences in experience, culture, language, and different levels of education. Lack of communication between informants in developing tourism based on local wisdom can be due to communication disorders, barriers to thinking. From the research results, the effects obtained by communicators are still limited to tourist destination information, not to the action of visiting.

g. Tourist Destinations Based on Local Wisdom in Padangsidimpuan

Destinations are destinations, while destinations in tourism become tourism (Bungin, 2015: 94). Tourist destinations in Padangsidimpuan can already become tourist destinations with beautiful nature, diverse culinary delights, and unique cultures. There is still not optimizing the existing potential as stated by research informants, namely tourist destinations in Padangsidimpuan have many very diverse tourist destinations and have a good value of local wisdom. Only a tiny part is managed, namely natural, cultural tourism destinations and culinary tourism destinations.

h. Accessibility towards Tourist Destinations

Based on the results of research conducted by researchers, accessibility to tourist destinations is good. Still, on the other hand, it needs to be improved. This is following the statement of research informants that accessibility to tourist destinations is good with roads already paved. Still, tourists' problems are management of vehicle parking that has not been well organized.

j. Local Community Knowledge in Local Wisdom Local

Understanding community knowledge based on answers from research informants said that local community knowledge is essential to adapt to the environment. Other From the research conducted, the local knowledge of the Padangsidimpuan people can adapt to the environment and take advantage of nature while having good communication competence with tourists from various visiting regions.

k. Local Values in Padangsidimpuan

Local values owned by each region vary according to a mutual agreement, and the rules that are carried out together can change according to progress. Following the explanation of research informants, the informants obey and create shared local values such as those in the bottom prohibition. However, as stated by a research informant, this could shift that in managing the ban, should have implemented it a pit of Naposo Nauli Bulung (NNB). From the results, researchers describe that local values in Padangsidimpuan still determine joint decisions, one of which is with marpokat.

l. Local Skills in the Padangsidimpuan City Tourist Destination

Local skills are one of those making home industries. They were reinforced by the fourth, eighth, tenth, and eleventh informants. Local resources can be managed properly such as Lubuk Ban Aek Rukkare and Lubuk Ban Sungai Batang Ayumi. The Padangsidimpuan local decision-making mechanism has been implemented to date as stated by informants three, four, five, and other informants. The solidarity of the Padangsidimpuan local group is

found in the Padangsidimpuan community itself. From the researchers' results, the solidarityrity of local groups in Padangsidimpuan still prioritizes mutual cooperation in developing local wisdom.

m. Local Resources in Padangsidimpuan Tourist Destinations

Local resources come from the creator, according to the answers of the eleven research informants. Then these natural resources can be managed, such as Mou and tains, trees, from the researchers' results. Local help in Padangsidimpuan comes from nature created by Allah SWT, solidarity city not self-generated local resources like ponds.

n. Local Decision-Making Mechanisms in Padangsidimpuan

The first and second informants said that making local decisions was still difficult because the culture and tourism offices had to confirm with the mayor. This is the same as explained by Cangara (2013:37). The communication process is hampered due to the organizational structure. For example, in the current government in Indonesia, because the existing administrative system is too broad, the delivery of information from the highest leaders to the employees (subordinates) is also hampered. From the researchers' results, IT did not carry out local decision-making mechanisms in Padangsidimpuan alone.

o. Solidarity of Local Groups in Padangsidimpuan

The first, second, third, fifth, seventh, eighth, ninth, tenth, and eleventh informants agreed that the solidarity of local groups in Padangsidimpuan cooperated in developing tourism. The fourth and sixth informants stated that the solidarity of local groups was still minimal, such as young people who were less concerned about tourism based on local wisdom. From the research conducted by researchers, regional tourists will visit group solidarity in Padangsidimpuan cooperates in developing tourism. However, the role of the government is still lacking compared to other regions in North Sumatra, such as in managing tourist destinations directly.

3.2 Discussion
a. Tourism Communication Concept

Tourism communication is a human activity in conveying information about travel to an area or tourist attraction that tourists will visit while enjoying the journey from one tourist attraction to another so that tourists are interested and arrive at an action to see. Therefore, tourism communication is a form of sending or transferring meaning from the sender to the receiver, which occurs when traveling for recreational purposes. The development of a tourism communication model based on local wisdom is a communication practice that can give the nuances of renewing tourism activities using a "modern" model based on the development of science and technology that can affect tourist destinations visited by tourists. (Aat Ruchiat Nugraha et al, 2017:233). In the world of tourism, this communication is essential in the delivery of tourism promotion as an activity of tourism actors in conveying information about travel to an area, or tourist attraction to be visited by tourists while enjoying the journey from one tourist attraction to another, that tourists are interested and arrive at the destination. An action to visit the tourist attraction. (Listiyana Syafitri Daulay, et al, 2019:40). The tourism sector involves stakeholders from various sectors, namely tourists, business suppliers, local communities, local governments, and other stakeholders, so external tourism communication that takes place must have substance in the development of Tourism Villages related: construction of facilities and infrastructure as well as various activities culture, socialization and education. In this external communication process, the media or

channels used are consolidations or formal meetings. The informal pressor channels on various occasions, whether during cultural events or in routine appointments. Require in-depth tourism communication about the substance of the message content of Tourism Village development to be carried out in stages according to the needs of each Tourism Village, so steps are needed to tourism communication strategy by involving external parties so that the tourist village can develop well and attract tourist visits. In addition, tourism communication is the most crucial part of developing tourist areas through coaching, counseling, and various understandings, one of which is maintaining the cleanliness and sustainability of tourist areas to maintain the sustainability of tourist attractions. Fostering the management of tourism facilities and tourism objects, maintenance and development of tourism facilities and infrastructure is carried out by establishing relations with the community and communication of tourist destinations. (Noor Khalida Magfirah, 2020:111) Tourism business people use a lot of media to promote tourism in their area. Promotion through mass media is an easy way to reach various levels of society, both nationally and internationally. Communication media plays a significant role in achieving the desire to promote tourism objects in Indonesia to the fullest. (Gayatri Atmadi and Nurul Robbi Sepang, 2018:45)

b. Communication Planning in Tourism Potential Development

Communication planning is the process of planning, organizing, implementing, and evaluating various government policies related to managing tourism objects (Lestari, 2009). The role of the government in planning and managing tourism dramatically determines whether or not a tourist attraction develops, such as providing infrastructure and expanding the network of government officials with the private sector, arranging promotions both within and outside the country by using communication media following the goals that have been set. 2018: 105).

Three factors can determine the success of tourism development as an industry, namely the availability of tourist attractions, accessibility, and value facilities to visit and see. At the same time, amenities are the availability of lodging, restaurants, entertainment, local transportation that allows tourists to travel to places. The et al. significant services individual always makes opinions and opinions al. eans that the tourist attraction must be easily accessible (Yoeti, 2008). The model excellent tourism communication for tourism development is a model that illustrates that in planning and determining tourism communication objectives, government elements must involve elements. Building a communication channel to convey tourism communication messages is through the mass media, in this case, more emphasis on media relations, using social media because the development of communication through the internet is overgrowing, using local wisdom and involving community groups. (FX. Ari Agung Prastowo, and Heru Ryanto Budiana, 2016:50)

c. Tourism Communication Model Based on Local Wisdom

Talking about a tourism communication model based on local wisdom, ideally, it is to link the goals of developing tourist destinations with local branding and place branding of a tourist attraction through equalizing the roles and functions of interested groups in a bottom-up system approach based on socio-cultural values and the beauty of the natural panorama. The existence of the community becomes the normative basis. It acts as a facilitator that enables natural resources and the social environment of the community in a unified tourism object management policy. Local branding in question is labeling that has the power to help sell a particular location or place to the public (Nugraha, Perbawasari & Zubair, 2017, 238).

The tourism communication model that must be applied is ideally a multi-step communication model as a manifestation of involvement between the related publics to develop tourism potential through the implementation of local wisdom.

The results of the study (Nardi, 2005) say that tourism activities must pay attention to the principles of community participation, local cultural rights, aspects of resource conservation, education and training, promotion, accountability, monitoring, and evaluation. Tourism communication based on local wisdom always involves indigenous communities who are gatekeepers in planning, implementing, and evaluating tourism activities in each region. The tourism industry ideally coordinates with the existing community, village government, and local tourism awareness groups (pokdarwis) to make it happen, that the values of local wisdom that may be contaminated can be eliminated as little as possible. Bungin (2015: 92) said tourism communication developed from the merging of several disciplines in the study of communication and tourism, where the study of tourism communication has a biological closeness to the study of communication and tourism, where communication contributes persuasive communication theory, mass communication, interpersonal and group, while tourism contributes to the field of tourism marketing studies, tourism destinations, accessibility to destinations and human resources and tourism institutions. The tourism communication model based on local wisdom in practice can provide a novelty offer that will provide valuable knowledge for tourists as an alternative to choosing a tourist destination. The challenge then faced is the emergence of efforts to introduce local wisdom to a more global level. Still, adjustments will result in local wisdom changing for the needs of the worldwide community (Pupung Arifin and Nicolaus Nino Ardhianshah, 2020:31). Positive changes in the form of reactivation of local traditions that have been abandoned by as a community that by cultural. tourism activists are re-appointed and used as tourist objects integrated with the natural surroundings so that visitors (tourists) can not only see and enjoy the beauty of nature but also enjoy cultural treats. (Iriana Bakti et al, 2018:223)

In addition to the tourism communication model based on local wisdom, communication from one person to another is also needed (word of mouth communication) in other terms word of mouth (WoM) is known to have a great influence and impact on product marketing/marketing. services compared to other communication activities. Opinions and opinions are always made by an individual to the people around him including visitors, and an individual will trust the recommendations of people he knows as well. (Ismandianto et al, 2020: 124)

IV. Conclusion

The development of the tourism communication model that was formed in Padangsidimpuan there is involvement between the publics involved in the effort to develop tourism based on local wisdom. Statement of attitudes and commitments from all related elements in the tourism sector to maintain socio-cultural values and preserve the environment as the foundation of tourist destinations. Local wisdom managed by managers, audiences, cultural and tourism offices and other related agencies to become a Padangsidimpuan tourist destination, namely the city of Salak.

The development of a tourism communication model based on local wisdom in Padangsidimpuan, namely the management of tourism communication is carried out by communicators (local government namely the culture and tourism office), audiences and managers. The informed message was a tourist destination based on local wisdom, using mass media, non-mass media, and online media.

Thus, the development of a tourism communication model based on local wisdom in Padangsidimpuan is interrelated between one component and another. The interactions between stakeholders are limited to notifications, and there needs to be a collaboration

between stakeholders in developing tourism based on local wisdom. It is hoped that the Department of Culture and Tourism will guide tourism actors so that tourism services at tourist objects become better and more professional.

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